

Underage Drinking

Kelly Dedel Johnson, Ph.D.

One in 37 Research, Inc.

1531 SE Belmont Street Portland, OR 97214

(503) 235-4053 kdj@onein37.com

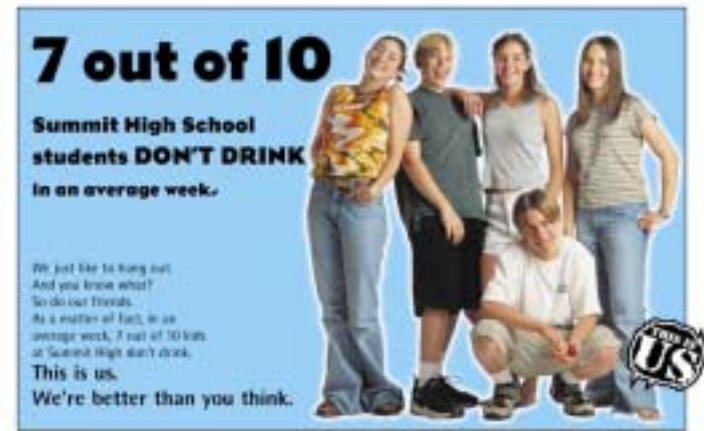
Responses:

Some General Guiding Principles

- Using surveys
- Collaborating
- Assessing potential
 - Increase RISK
 - Decrease REWARDS
 - Increase EFFORT

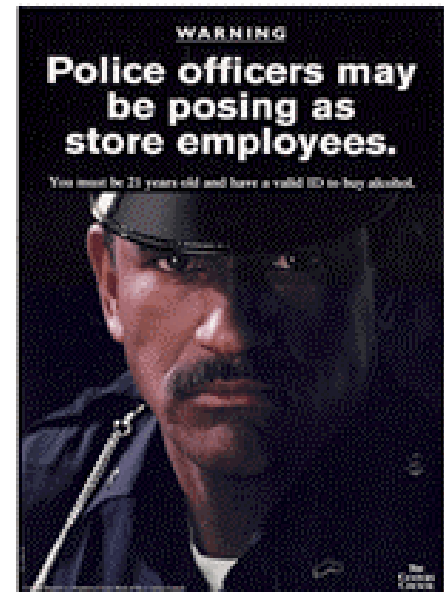
Correcting Misperceptions of Norms

- Harm reduction
- Provide accurate information on peers' drinking behavior



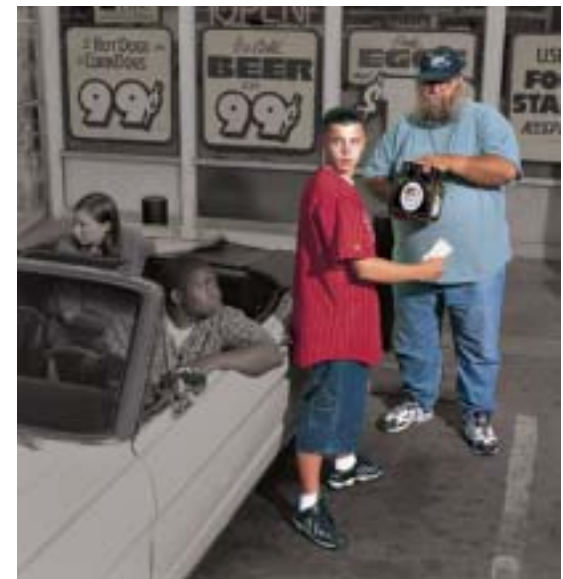
Enforcing Minimum Age Laws

- Compliance investigations of businesses that sell alcohol for on- or off-site consumption
- Investigations must be designed carefully
- Cops-in-Shops



Conducting “Shoulder Tap” Operations

- Underage volunteer approaches adult outside retail establishment, requests alcohol purchase
- If adult agrees and makes purchase, cited for furnishing alcohol to minor



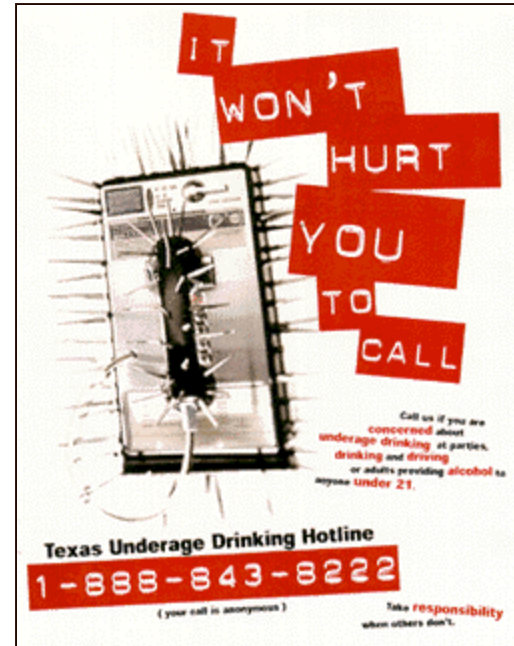
Developing House Party Guidelines

For parents:

- Limit number of guests
- Provide sufficient chaperones
- Be prepared to call underage guests' parents when needed
- Set beginning and ending time

Setting Up Hotlines

- Easy-to-remember, highly publicized phone number
- Ensure anonymity of caller
- Staff with non-police personnel



Sponsoring Alcohol-Free Events

- Provide range of alcohol-free events that can substitute for events and traditions centered on drinking
 - Post-prom
 - Tailgating
 - Graduation
 - Spring Break



Resources

- Dispersing Underage Parties:
<http://www.udetc.org/documents/UnderageDrinking.pdf>
- Compliance Checks:
<http://www.epi.umn.edu/alcohol/pdf/manual.pdf>
<http://www.udetc.org/documents/ReduceAlsal.pdf>